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Website Management Training Tourism Village in Sumber Pakel Padang District Lumajang

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ABSTRACT

Such sites are generally in Indonesia, Lumajang has a tourist location that has the concept of Village Tourism. One was found in the village of Padang District Responsibility. Tourism is developed in this area is a tourist village Pakel Source. Some tours are being designed is natural tourism, fishing, cultural tours, culinary tours, tourist SMEs, farm tours, farm tour and plantation tours. The purpose of the Community Services is (1) creation and management of websites Village Tourism Resources Pakel as a promotional tool that is effective and efficient, as well as training to manage the website, (2) training of the drafting of the products that will be promoted on the site. This event was held for one month. Method of implementation is through training, discussion and practice. Also, physical assistance for making tools in the form of internet access and cable modem connections to facilitate the capture signal or network. The goal of this activity is a member Pokdarwis Sumber Pakel as manager of the website. The results of this activity are the implementation of the training activities of managing a site, a survey for the promoted products are posted on the web as well as drafting and grammar. There was also an increase in the means for support in managing the Sumber Pakel Tourism Village website.

Keywords: Website Creation, Training, Management

INTRODUCTION

Tourism is a sector that is being developed at this time. Especially in Indonesia, which makes travel as a significant sector in its development. The new three-year tourism sector is already contributing to the defeat foreign oil and gas sector. With the increase in tourist arrivals, the number of awards, destination development priorities and the rise in tourism competitiveness, proven that tourism in Indonesia is overgrowing. There are some current trends related to travel such as mass tourism (mass tourism), ecotourism (ecotourism), Geotourism (Geotourism), adventure



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tourism (adventure tourism), natural tourism (nature), cultural tourism (cultural tourism), marine tourism (marine tourism), Edutourism (educational tours), senior tourism, tourism lawful (halal tourism), dark tourism, sport tourism. (www.kompasiana.com/huntzdar/59e87814a01dff61ba4a0c82/).

Tourism is an activity carried out in the form of vacation or recreation and may require some preparation. Preparation is not only financially but also in the way of non-financial forms such as physical condition. Along with the development, is now a tourist destination not only in the form of nature tourism and nautical tourism but other tours such as culinary tourism, education tourism, sports tourism and so on.

Known tourist attractions society today, of course, is supported by several factors, such as the promotion and helped with good service quality. Also, the facility is also a determinant of whether tourists come would recommend others to visit the tourist place. These factors constitute an excellent marketing concept in developing a business.

Marketing is the process of an organization or a company in creating a sustainable relationship with consumers or customers. Marketing also is a combination of art and science that is formulated in forming a good relationship between the consumer or customer with the goal of the organization or company. (Kotler and Armstrong, 2008; Kotler and Keller, 2009).

As at sites in Indonesia, Lumajang is one of the districts located in East Java that has a unique tourism concept. Besides tourism in Lumajang also receive full support and attention of the Department of Tourism and Culture of Lumajang (Alimudin, Simangunsong, Barid, & Wajdi, 2017). In the event, East Java Tourism Awards Night 2017, Lumajang awarded and included in the five counties that have a high commitment performance development of the tourism sector. Lumajang has dozens of tourist destinations with some tours as featured. Tourist attractions are managed by communities and villages to support economic growth. (lumajangsatu.com/baca/bersama-5-kabupaten-lain-lumajang-terima-anugerah-pariwisata-java-eastern-2017).

Lumajang itself has tourist sites with a concept that was developed is a tourist village, one of them contained in the Corporate Village, Padang subdistricts. Tourism is formed in this area is a tourist village Pakel Source. Some tours are being developed is natural tourism, fishing, cultural tours, culinary tours, tourist SMEs, farm tours, farm tour and plantation tours. Tourism Village Pakel Source Responsibility village, Padang District, Lumajang stand by the decree. Menkumham Number: AHU 0003716.AH 01:07. 2017. Location to get to the center of the tourist village pakel sources namely:

- a. Line Surabaya, namely from Surabaya to Minak Koncar Terminal (Terminal Lumajang) and headed into the path of Malang through South Line. Arriving at the traffic light first straight towards Sub Sukodono, traffic light both turn right, traffic light third turn right towards the village of Dawohan Lor, Village Market Dawuhan



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Lor turn right, the fork SDN 01 Responsibility turn left, about 300 meters going up in Central Village Tourism Resources Pakel, precisely in Nature Sumber Pakel.

- b. South Line Lumajang and Jember, i.e. from the border district of Jember and Lumajang the District and the District Yosowilangun jombang headed to downtown Lumajang (Square Lumajang). Continued heading west until the traffic light first (Gladak Abang) turn right, traffic light second (Klojen) straight, traffic light three (SMAN 2 Lumajang) straight, traffic light four (SMPN 1 Sukodono) straight until the traffic light four (Dawuhan Lor) turn left. Follow the path up to the Dawuhan Market Lor-junction turn right SDN 01 Responsibility turn left, about 300 meters going up at the Tourism Village Resource Centers Pakel, precisely in Nature Sumber Pakel.

Currently, the road signs pointing to the location of Sumber Pakel Tourism Village is quite complete so that tourists who visit there do not need any more confusion to find a way. However, the obstacles faced today is the promotion. Along with the low level of education in the area so that the Tourism Village Pakel relationship challenging to develop and widely known. During this travel promotion through word of mouth (worth of mouth) to less than the maximum and only known to the local community(Wulandari, n.d.). Tourism Village Pekel source other than the support of the local government also supported from college. Support in the form of promotion to increase the number of tourists Yag visiting the Tourism Village Pakel source.

LITERATURE

WordPress is a popular application used to create a blog. This application uses the PHP programming language and driven. Database MySQL Both are open-source software. It can be used as a blog, WordPress also has begun to be used for a CMS (Content management system), this is due to its ability to be easily modified and adapted to the needs of the user. Currently, the WordPress into a content management system platform for some of the leading sites such as CNN, The New York Times, TechCrunch and so on. (Id.wikipedia.org/wiki/WordPress).

Figure 1

Sumber Pakel Tourism Village Website



Source:desawisatasumberpakel.com



METHOD

Problems partner in this Pokdarwis Pakel Source Responsibility village, Padang District, Lumajang especially concerning promotions in the form of a website. Therefore the chief proponent through Community Service High School of Economics Widya Gama Lumajang chooses troubleshooting methods that are considered appropriate in the kind of a model of training, discussion and practice. The training participants are members Pokdarwis Sumber Pakel then at the end of the activities to be evaluated and selected to be the manager of the website entirely.

That the lack of knowledge and skills of trainees who are members of the Village Pakel Pokdarwis Source Responsibility, Padang District, Lumajang as the manager of the Tourism Village Pakel source can be resolved. This is because of the support, willingness, and enthusiasm of participants to promote Village Tourism Resources Pakel. Through the program's activities, Community Services chairman proposer offers a variety of solutions to overcome the constraints mentioned above. Such solutions are the training sessions, discussions and practices that can improve the quality of the participants in this case members of Pokdarwis Sumber Pakel, namely:

- a. Training manage the website Village Tourism Resources Pakel Village Responsibility, Padang District, Lumajang

The training was attended by all members of Pokdarwis Sumber Pakel to know the ability of each member. In addition to developing awareness of members of the importance of this training. It also needs to complement the equipment used to manage websites independently by Pokdarwis Sumber Pakel. This kit form making tools for such internet access and cable modem connections to facilitate the capture signal or network

The material presented in Training Village Tourism Resources managing websites Pakel to participants is:

- 1) Introduce the site in the form ofwordpress.com
- 2) training and discussions
- 3) Practicing together - the Same result of training

Figure 2

training website Management

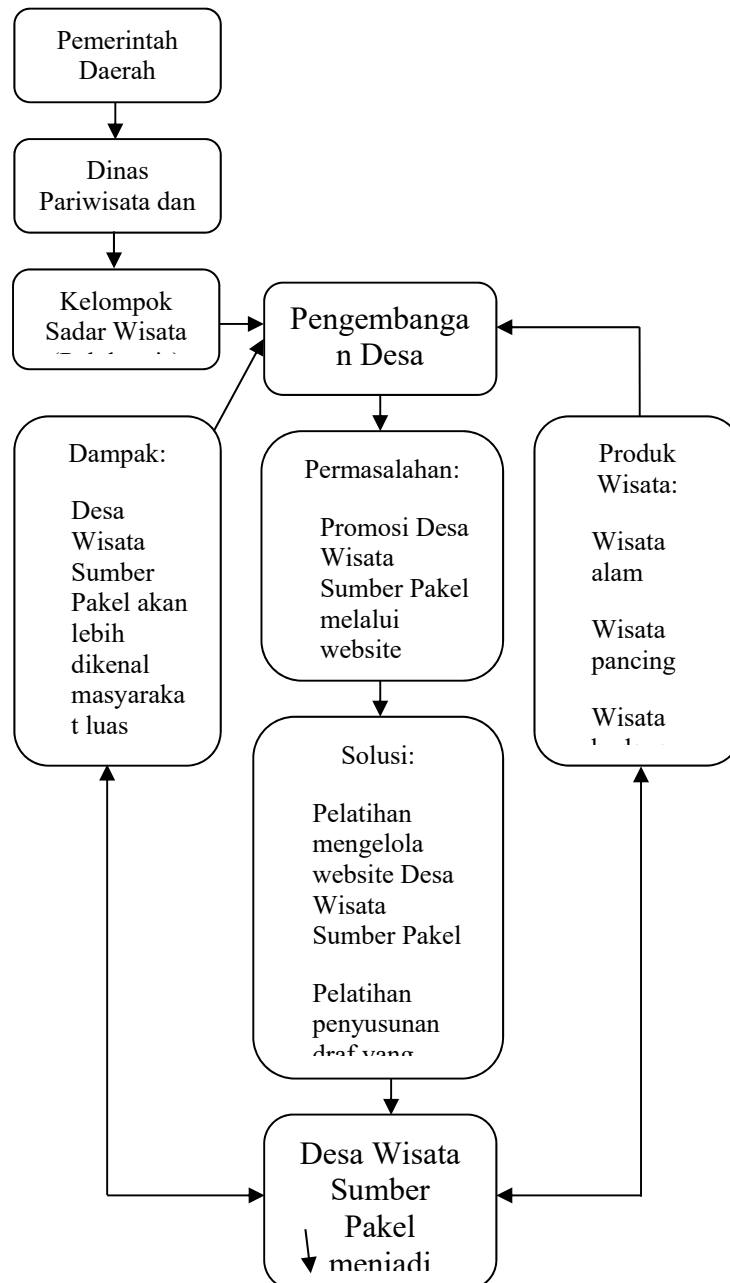


- b. Training used the drafting of promotional products that will be posted on the website
in the preparation of this training, the chief proponent will need to be collected on the material posted on the web, in the form of products which are used as like natural tourism, fishing, cultural tours, culinary tours, tourist SMEs, farm tours, farm tour and plantation tours. The material presented in the form:
 - 1) The joint survey on the results published in the website product
 - 2) Introducing the way to arranging the language used
 - 3) Practicing survey results to the website have been compiled language
- c. evaluation methods and selection of participants to serve as the manager of the website operator. This method is very useful due to the perception of the operator as the manager so that the language used is also appropriate (Handayani, Mulyaningsih, & Widayati, 2017).

More details Community Services activities are applied in promotional activities Pakel Village Tourism Resources Corporate Village, Padang District, Lumajang through website management training described in the framework. It is intended that these activities more effective and by the original objectives. The image concept implementation of activities Community Services to partners as follows:

Figure 2

Concept Application Event Community Services to Partner





IMPLEMENTATION

Based on the problems a partner in this Pokdarwis Sumber Pakel Village Responsibility, Padang District, Lumajang, then chairman of the proposed activities Community Services College of Economics Widya Gama Lumajang has been implementing the program of activities has been prepared. The events are as follows:

1. Training manage the website Village Tourism Resources Pakel Village Responsibility, Padang District, Lumajang
Before practice, there are several stages of coordination with the chairman Pokdarwis Sumber Pakel, Mr. Edy Nana Sofyan Hadi held on March 1, 2018, at 11:00 -12.00 hrs. Located at the residence of Mr. Edy Sofyan Hadi Nana. The next stage of signing a contract with a partner of chairman Pokdarwis Sumber Pakel. Held on March 5, 2018, at 09:00 pm located at Mom's house as a secretary Pokdarwis Ngatsuri Sumber Pakel.

The training was conducted in two stages as follows:

- a. The first session was held on March 9, 2018, held at the Nature Resources Pakel Joglo. Starting at 09.00 until 12.00. Participants numbered 20 people. Material presented in the form of the introduction of the website and a wide-ranged. At the end of discussion activities.
- b. The second training was held on March 10, 2018, held at the Nature Resources Pakel Joglo. Starting at 09.00 until 12.00. Participants numbered 20 people. Material presented in the form of website management through wordpress.com as well as the benefits of this website. At the end of discussions and practical activities to manage the site.
2. Training drafting used promotional products that will be posted on the website
 - a. Survey products that will be posted on the site. Conducted December 12 to March 15, 2018, at 9:00 to 11:00 pm. Then the draft used the promotion and posted on the web.
 - b. Training to enter the draft that had been developed into a website. Held on 17th and March 18th, 2018 at 9:00 to 12:00 pm. At the end of the activities a discussion of the results of practice.
3. Methods of evaluation and selection of participants to serve as the manager of the website operator
 - a. The first event was held on March 29, 2018, at 9:00 to 12:00 pm. Participants practice the results of the training.
 - b. The second activity will be held on March 30, 2018, at 9:00 to 12:00 pm. Other participants continued its practice of training results. After all the participant's practice was evaluated and selected two operators to manage the website.



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CONCLUSION

Based on the above, the conclusion that can be drawn from the activities of Community Service High School of Economics Widya Gama Lumajang with the partner that is Pokdarwis Sumber Pakel Village Responsibility, Padang District, Lumajang divided into three groups of activities:

- a. Training activities website management to all participants are members of Pokdarwis Sumber Pakel and installation of the internet has been running smoothly.
- b. Survey activities for the promoted products are posted on the web as well as drafting and grammar have been running smoothly. Then, in inserting into the website also went smoothly.
- c. The final evaluation of all participants to be the operator in managing the website has been right on target, which is taken two participants master the training materials.

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